

FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N.Y./TR 9-2343 / SEPT. 2, 1963

1963

JANUARY							FEBRUARY							MARCH							APRIL							
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MAY							JUNE							JULY							AUGUST							
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							
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29	30		27	28	29	30	31							24	25	26	27	28	29	30	29	30	31					

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 30, 1963</u>			
August 29	ALTMAN'S RELEASE DATE--Children's fashions by Bill Blass.(Preview,Aug.26)		
Thursday August 29	SHOWING: HOLIDAY FASHIONS	SWIRL, INC.	1350 BROADWAY SHOWROOM - 16TH FL.
11:00 A.M.	Swirl will present a second showing of their Holiday fashions. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 7-7872.		
Thursday August 29	PRESS PREVIEW: CUSTOM- ORDER FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
11:30 A.M.	Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (<u>For Release, Tues., Sept. 3.</u>) Publicity: Florence Neff, PL. 3-7300.		
August 30	ALEXANDER'S RELEASE--Fashions from Hong Kong. (Preview Aug. 27)		
August 30	SLOANE'S RELEASE DATE--Newly decorated rooms. (Preview, Aug. 28)		
Friday August 30	PRESS PREVIEW: FALL MATERNITY FASHIONS	BONWIT TELLER	8TH FLOOR
9:30 A.M. Breakfast	Bonwit Teller will present Fall maternity fashions to the press. By invitation. (<u>For Release, Tues., Sept. 3.</u>) Publicity: Rea Lubar, EL.5-6800.		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 2, 1963</u>			
Sept. 2	LABOR DAY (Monday)		
Sept. 3	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview Aug.29--Above)		
Sept. 3	BONWIT TELLER RELEASE DATE--Maternity fashions.(Preview, Aug.30--Above)		
Tuesday Sept. 3	PRESS PREVIEW OF SOPHIE CUSTOM-MADE	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
11:00 A.M.	Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (<u>For Release, Wed., Sept. 4.</u>) Publicity: Helen O'Hagan, PL. 3-4000.		
Beginning Tuesday Sept. 3	OPENING OF HOLIDAY COLLECTION	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FL.
	Melba Hobson's collection of sportswear, separates, dresses, and at-home fashions at continuous daily showings. Contact: Bernice Lewis,WI.7-8178.		
Beginning Tuesday Sept. 3	RESORT AND HOLIDAY KNITWEAR COLLECTION	KIMBERLY KNITWEAR,INC.	1410 BROADWAY SHOWROOM - 10TH FL.
	Continuous daily showings of Holiday and Resort knitwear. Contact: Robert Brown, LO. 4-1080.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 3	HOLIDAY, AT-HOME COLLECTION Continuous informal showings of Holiday and at-home sportswear and separates, designed by Leo Narducci. Contact: Marilyn Mazza, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR

RESORT-HOLIDAY OPENINGS BY CALIFORNIA FASHION CREATORS IN LOS ANGELES

Tuesday Sept. 3-	Sept. 3: 9:00 A.M. Sydney North; 4:00 P.M. Pat Premo. Sept. 4: 9:30 A.M. Marjorie Michael; 6:00 P.M. Harou.
Sept. 16	Sept. 5: 11:00 A.M. Tabak of Calif. Sept. 6: 11:00 A.M. Sir James; 3:30 P.M. Tori Richards. Sept. 9: 8:30 A.M. Lee Herman, Da-Rue, Lee-Rue; 9:30 A.M. Penelope; 10:00 A.M. & 2:00 P.M. Marjorie Montgomery (daily); 4:00 P.M. DeWeese Designs. Sept. 10: 9:00 A.M. Barney Max Designs, Ltd.; 10:30 A.M. Eddy George; 1:00 P.M. Annette, Whittier. Sept. 11: 8:00 A.M. Rose Marie Reid; 4:00 P.M. Elisabeth Stewart; 6:00 P.M. Rose Marie Reid. Sept. 12: 4:00 P.M. White Stag. Sept. 13: 4:00 P.M. Catalina. Sept. 16: 4:00 P.M. Ivan Frederics.
	Contact: California Fashion Creators, 740 S. Broadway, Los Angeles.

Cancelled
Sept. 4 GIMBELS' PRESS PREVIEW OF EVENING FASHIONS, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 4 AT 9:30 A.M., HAS BEEN CANCELLED.

Wednesday
Sept. 4 PRESS PREVIEW OF
11:00 A.M. IMPORT COLLECTION MACY'S NEW YORK 13TH FLOOR
Macy's will present their import collection to the press. By invitation. (For Release, Fri., Sept. 6.) Publicity: Joan Springler, OX. 5-4400.

Wednesday
Sept. 4 CRUISE AND HOLIDAY MIRSA FOR MALLORY 500 CLUB
4:00 P.M. KNIT COLLECTION (1410 BROADWAY) 500 SEVENTH AVENUE
Cocktails Preview of Holiday and Resort knits, designed by Mirsa of Italy. Guest of honor: Marchesa Olga di Gresy, designer of Mirsa. Showing at 4:30 P.M. By invitation. Continuous thereafter in showroom. Contact: WI. 7-4406. Commentator and Publicity: Mary Alice Rice, PL. 2-5726.

Beginning
Wednesday
Sept. 4 OPENING: HOLIDAY AND CLARET ORIGINALS, INC. 498 SEVENTH AVENUE
CRUISE COLLECTION SHOWROOM - 8TH FLOOR
Continuous showings of Claret's North and South collection of sportswear and dresses. Contact: Judith Shorten, LO. 3-6126.

Beginning
Wednesday
Sept. 4 HOLIDAY-RESORT-EARLY ALBERTO IMPORTS, INC. 1407 BROADWAY
SPRING COLLECTION SHOWROOM - 12TH FLOOR
Imported knit costumes, ensembles, and dresses, with new and unusual knit fabrics and prints. Informal showings. Contact: Mike Salzman, OX. 5-1840.

Sept. 5 ALTMAN RELEASE--Michael of London fashions. (Preview August 28)

Sept. 5 GIMBELS RELEASE DATE--American evening look. (No Preview)

Thursday
Sept. 5 PRESS PREVIEW OF HENRI BENDEL 5TH FLOOR
11:00 A.M. AT-HOME FASHIONS
Preview for press of Henri Bendel's at-home fashions. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 5 2:30 P.M.	TENNIS FASHION SHOW AT FOREST HILLS Tennis fashions in fabrics with Kodel IV, the new Eastman stay-white polyester, will be modeled by tennis celebrities at the U.S. National Tennis Championships, showing specially designed costumes by Oleg Cassini, Anne Fogarty, Nan Herzlinger, and Tina Leser. Also, 1964 tennis fashions by Geri Chase, Cole of California, Majestic, Irene of Hawaii, and Townway. Commentator: Edith Berke. Producers: "Fashion Coordinators," LI.4-2166.	EASTMAN CHEMICAL PRODUCTS FOR KODEL	FOREST HILLS TENNIS STADIUM
Sept. 6	MACY'S RELEASE DATE--Import collection. (Preview, Sept. 4--See Pg. 2)		
Friday Sept. 6 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection at preview for press. By invitation. (For Release, Mon., Sept. 9.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Friday Sept. 6 4:00 P.M.	PRESS PREVIEW OF HOME FURNISHINGS Opening of Altman's "Lotus Land" home furnishings collection. By invitation. (Release, Tues., Sept. 10.) Publ.: Lorraine Talent, OR. 9-7800.	B. ALTMAN & CO.	5TH FLOOR
Sunday Sept. 8 7:00 P.M.	ANNUAL FASHION AWARDS & EXPOSITION The twenty-sixth annual Neiman-Marcus Fashion Exposition and Awards, for benefit of the Children's Development Center. Tickets: \$25.00 (Black Tie). Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas.	NEIMAN-MARCUS	SHERATON-DALLAS HOTEL DALLAS, TEXAS
Sept. 9	BERGDORF GOODMAN RELEASE DATE--Imports. (Preview, Sept. 6--See Above)		
Sept. 9	OPENING OF PUBLIC SCHOOLS IN NEW YORK CITY (Monday).		
Monday Sept. 9 10:30 A.M. Coffee	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. By invitation. (For Release, Tues., Sept. 10--Note Change Of Place.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	HOTEL PLAZA CRYSTAL ROOM
Monday Sept. 9 11:30 A.M.	PRESS PREVIEW: WINTER AND HOLIDAY MILLINERY John Frederics will preview his Winter and Holiday "Hats and Things" to the press. By invitation. Contact: PL. 5-2939.	JOHN FREDERICCS	23 WEST 56TH STREET SALON
Monday Sept. 9 5:00 P.M.- 7:00 P.M.	HOUSEWARMING COCKTAIL PARTY Henri Bendel's special housewarming party and preview. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	HENRI BENDEL	2ND FLOOR "10 WEST SHOP"
Beginning Monday Sept. 9	HOLIDAY-RESORT-EARLY SPRING COLLECTION Continuous showings of Holiday, Resort, and early Spring junior collection, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 9	OPENING: HOLIDAY COLLECTION Sportswear, separates, dresses, and at-home fashions, designed by Sylvia de Gay. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 9-	CALIFORNIA RESORT COLLECTION	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
Sept. 14	Wayne Fuller will present his Resort collection of afternoon, country club dresses and costumes. Contact: Dick Steiner, MA. 7-5461 (L.A.); after Sept. 9, CI. 7-2200 (N.Y.).		
Sept. 10	ALTMAN'S RELEASE DATE--Lotus Land collection. (Preview, Sept. 6--See Pg. 3)		
Tuesday Sept. 10	EVAN PICONE SPORTSWEAR AND REVLON COSMETICS	BEST & CO.	12TH FLOOR RECREATION ROOM
9:30 A.M. Breakfast	Preview for the press of Evan Picone's sportswear, accented with Revlon's new "Sportive" look in cosmetics. By invitation. (<u>For Release, Thurs., Sept. 12.</u>) Publicity: Joan Powers, PL. 9-2000.		
Tuesday Sept. 10	PRESS PREVIEW: SPANISH HOME FURNISHINGS	STERN'S	7TH FLOOR
11:00 A.M.	Preview for press of Spanish-inspired and originals in home furnishings and accessories. By invitation. (<u>For Release, Thurs., Sept. 12.</u>) Publicity: Mildred Collins, LO. 5-7950, Ext. 515.		
Tuesday Sept. 10	PREMIERE SHOWING OF DRESSES AND COSTUMES	ARTHUR COLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
11:00 A.M.	Holiday and Resort collection, designed by Ole Borden for Arthur Cole. By invitation. Continuous thereafter. Contact: John Brunelle, OX. 5-4760.		
Tuesday Sept. 10	PRESS PREVIEW OF RESORT COLLECTION	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
12:00 Noon	Gross Sydney's press preview for Resort of "Petti-4" casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Beginning, Tues., Oct. 1, continuous daily. Contact: George Rappaport, CH. 4-3558.		
Tuesday Sept. 10	HOLIDAY AND RESORT COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
1:00 P.M.	Mr. Mort's dresses and ensembles for Holiday and Resort, designed by Stanley Herman. By invitation. Contact: Dorothea Marshall, OX. 5-4760.		
Beginning Tuesday Sept. 10	OPENING: HOLIDAY AND RESORT COLLECTION	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Presentation in new showroom of Holiday and Resort junior fashions, designed by Frances Prisco. Contact: LO. 4-3910.		
Sept. 11	SAKS FIFTH AVENUE--"Contessina" Int'l junior fashions. (No Press Show)		
Sept. 11	BENDEL RELEASE DATE--Housewarming party. (Preview Sept. 9--See Pg. 3)		
Wednesday Sept. 11	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
9:00 A.M. And 12:00 Noon	The Paris Collections--Fall 1963 at breakfast and luncheon showings. Report and Commentary: Miriam Neubert Purdy, Lord and Taylor. Chmn.: Shanna Simon, Macy's. Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.		
Sept. 12	BEST'S RELEASE--Evan Picone and Revlon cosmetics. (Preview Sept. 10--See Above)		
Sept. 12	STERN'S RELEASE DATE--Spanish collection. (Preview, Sept. 10--See Above)		

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Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW: LINE- FOR-LINE IMPORTS Ohrbach's Paris and Italian import reproductions. By invitation. (For Release, Fri., Sept. 13.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Thursday Sept. 12 10:30 A.M. Coffee	PRESS PREVIEW: SHOWCASE OF IMPORTS "One World" showcase of imports from around the world at a preview for press. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR "ESPRESSO CAFE"
Thursday Sept. 12 12:00 Noon Luncheon	LUNCHEON: "THE CHANGING CONSUMER MARKET" Speaker: Mr. Gerald Skibbins, Research Executive of Opinion Research Corporation. Cartoon illustration by Arthur Norgren, Art Director, "Home Furnishings Daily." Members, \$6.50; guests, \$7.50. Contact: TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE(767 LEXINGTON)	HOTEL PIERRE BALLROOM
Thursday Sept. 12 12:30 P.M. Luncheon	INTERNATIONAL FASHIONS AT LUNCHEON SHOW Showing of international boutique and ready-to-wear fashions. Also, special fashions for dogs. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Mark Cross Publicity: Diana Gilbey, SU. 7-4000. Coordinator: Mary Alice Rice, PL. 2-5726.	MARK CROSS	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 12 2:00 P.M.	CRUISE AND EARLY SPRING COLLECTION Junior fashions--Holiday, cruise, and early Spring costumes, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Friday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. (For Release, Mon., Sept. 16.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Sept. 16	BERGDORF GOODMAN RELEASE DATE--Curiel and Newman fashions. (See Above)		
Monday Sept. 16 3:00 P.M. Sherry	PREVIEW: BRITISH TWEEDS AND IMPORTS Press preview of Best's British tweeds and import collection. By invitation. (For Release, Thurs., Sept. 19.) Publicity: Joan Powers, PL. 9-2000.	BEST & CO.	12TH FLOOR RECREATION ROOM
Monday Sept. 16; Sept. 17 3:30 P.M.	HOLIDAY AND RESORT DRESS COLLECTION Showings Sept. 16 and 17 at 3:30. By invitation. Thereafter informal showings. Contact: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Sept. 16 4:00 P.M.	PRESS PREVIEW OF FUR FASHIONS Fall and Winter fur fashions. By invitation. Publ.: Jeri Amstel, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET FUR SALON
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION Continuous daily showings of Holiday and Resort dresses and costumes, including floor-length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 16	OPENING OF RESORT COLLECTIONS	FASHION ORIGINATORS GUILD OF AMERICA, INC.	INDIVIDUAL SHOWROOMS
	Members include: Alper Schwartz, Ben Barrack, Paul Blumenstein, Cameo Evening, Five-Thirty P.M., Robert Goldberg, Grobe, Kay-Selig, Parnes-Feinstein, Abe Schrader, Mort Schrader, Jerry Silverman, Frank Starr, Young Viewpoint Dresses and Knits, Murray Zenkel. Contact: WI. 7-7125.		
Weeks Of Sept. 16 And Sept. 23	INFORMAL SHOWINGS: RESORT-SUMMER SWIMWEAR	COLE OF CALIFORNIA (1407 BROADWAY)	NEW YORK HILTON PRESIDENTIAL SUITE
	Private showings for two weeks, presenting misses and junior swimwear, sun dresses, and sportswear for Resort and Summer. Resident buyers, Wed., Sept. 25 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.		
Tuesday Sept. 17 9:00 A.M. Breakfast	PREVIEW: ITALIAN BOUTIQUE FASHIONS	VIA VENETO, 7 (DIV.OF GINO PAOLI)	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	"Dea Vivente" collection of Italian boutique fashions for Resort and early Spring, designed by Chiara Ghigi. Showing at 9:30 A.M. (Note Change of Date.) By invitation. Contact: Ruth Weber, CH. 4-0556. Publicity: Riccardi & Seymour, MU. 8-6380.		
Tuesday Sept. 17 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF NEW "GALLERIA"	I. MILLER	734 FIFTH AVENUE AT 57TH STREET
	Opening of I. Miller's new "Galleria," featuring a collection of imported shoes. By invitation. (For Release, Mon., Sept. 23.) Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.		
Tuesday Sept. 17 10:00 A.M.	PREVIEW: RESORT-EARLY SPRING COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Resort and early Spring coats, suits, and ensembles at a preview for press and buyers. By invitation. Contact: LA. 4-3310.		
Tuesday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
	Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 18.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 17 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	REMBRANDT	HOTEL PLAZA PERSIAN ROOM
	Presentation of fashions designed by Philippe Tournaye for Rembrandt, and available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Tuesday Sept. 17 1:00 P.M.	PREVIEW: HOLIDAY AND RESORT FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of Holiday and Resort late-day and formal fashions. Also, Tuesday, Sept. 24 at 1:00 P.M. By invitation. Continuous thereafter. Contact: Jack Sulzer, WI. 7-9470.		
Tuesday Sept. 17 2:00 P.M.	RESORT AND EARLY SPRING COATS	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Opening of Resort and early Spring collection of coats by Originala. By appointment. Contact: Mr. Mariani, BR. 9-8987.		

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Tuesday Sept. 17 2:30 P.M.	SHOWING OF 1963 FUR COLLECTION Presentation of Ben Kahn's collection, including sport furs. By invitation only. Publicity: Mathews-Latham, MU. 5-7907.	BEN KAHN	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de la Renta. By invitation. (For Release, Thurs., Sept. 19.) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise, and Spring 1964 sportswear fashions at a preview for press and buying offices. Show at 4:30 P.M. By invitation only. Publ.: Claire De Kupsa or Roberta Berk, BR. 9-1972.	WHITE STAG	HOTEL PIERRE BALLROOM
Tuesday Sept. 17 4:00 P.M. Cocktails	OPENING: HOLIDAY- CRUISE COLLECTION Malcolm Starr will present the Frank Starr Originals Holiday-Cruise collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Sept. 24 and 26 at 4:00 P.M. By appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW OF ART EXHIBITION International exhibition of world-wide fine art and original oil paintings. By invitation. (For Release, Fri., Sept. 20.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR AUDITORIUM
Beginning Tuesday Sept. 17	SHOWING OF EARLY SPRING COLLECTION Informal showings, by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday Sept. 18 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (For Release, Fri., Sept. 20.) Publicity: Joan Sprangler, OX.5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 18	ROSH HASHONAH (Jewish Holiday--begins at sundown. First day Thurs., Sept. 19)		
Sept. 19	ELIZABETH ARDEN'S RELEASE DATE--Fall-Winter fashions. (See Above)		
Sept. 19	BEST'S RELEASE--British tweeds and imports. (Preview, Sept. 16--See Pg. 6)		
Sept. 20	MACY'S RELEASE DATE--"Made-in-Europe" ready-to-wear collection. (See Above)		
Sept. 20	GIMBELS RELEASE DATE--Art and paintings. (Preview, Sept. 17--See Above)		
Friday Sept. 20 10:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview of children's import fashions to the press. By invitation. For Release, Fri., Sept. 27.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	2ND FLOOR CHILDREN'S WORLD
Sept. 23	I. MILLER RELEASE DATE--New "Galleria." (Preview, Sept. 17--See Pg. 6)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	NATIONAL SWEATER WEEK.	Contact: Knitted Outerwear Foundation, MU. 3-7520.	
Monday	PRESS PREVIEW:	SAKS FIFTH AVENUE	5TH FLOOR
Sept. 23	PAULETTE MILLINERY		
9:30 A.M.	Preview for the press of Paulette's millinery for Fall. By invitation.		
Coffee	(For Release, Tues., Sept. 24.) Publ.: Helen O'Hagan, PL. 3-4000.		
Beginning Monday	RESORT AND EARLY SPRING COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sept. 23	Resort and early Spring coats, suits, ensembles, designed by David Kidd.		
11:30 A.M.	Showings at 11:30, Sept. 23, 24, 25, Oct. 1 and 2. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Monday	OPENING: HOLIDAY AND RESORT COLLECTION	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Sept. 23			
12:00 Noon	Two showings, Sept. 23 and 25 at 12:00 Noon, of Holiday and Resort collection by Estevez. Contact: Ruth McLaughlin, LO. 4-6337.		
Monday	PREVIEW: HOLIDAY-RESORT COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Sept. 23			
3:30 P.M.	One showing only of Holiday and Resort collection. Contact: Leroy Grayson, CH. 4-3488.		Continuous thereafter.
Beginning Monday	HOLIDAY AND RESORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Sept. 23	Mignon will present their Holiday and Resort collection at continuous showings. Contact: BR. 9-5991.		
Beginning Monday	OPENING: RESORT-EARLY SPRING COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Sept. 23	Continuous daily showings of Resort and early Spring collection, designed by Philippe Tournaye for Rembrandt. Contact: LO. 4-3600.		
Tuesday	PRESS PREVIEW OF FUR FASHIONS	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 24			
9:30 A.M.	Georges Kaplan's press preview of Fall and Winter fur fashions, introducing world premiere of two new furs. Showing at 10:00 A.M. By invitation.		
Breakfast	Contact: Miss Hoerig, CI. 6-3416.		
Tuesday	OPENING: RESORT COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 24			
10:00 A.M.	Showings at 10:00, Sept. 24, 25, 26. By reservation. Contact: LA. 4-7626.		
Tuesday	SWIMWEAR FASHIONS FOR 1964	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Sept. 24			
12:00 Noon	Preview for the press and buyers of Rose Marie Reid 1964 swimwear collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.		
Luncheon			
Tuesday	OPENING: RESORT AND HOLIDAY COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Sept. 24			
12:00 Noon	Showings Sept. 24, 25, 26 at 12:00 Noon. By reservation. Contact: LA. 4-5800.		
Tuesday	OPENING: HOLIDAY-RESORT COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Sept. 24			
1:00 P.M.	Showings of Holiday and Resort collection, Sept. 24, Oct. 1, Oct. 8 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 24 1:15 P.M.	HOLIDAY AND RESORT COLLECTION Showings Sept. 24 and 26 at 1:15 P.M. Contact: Larry Farragut, LO.5-2727.	DAVID E. GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 24 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION For press and resident buying offices, by invitation. Beginning Monday, Sept. 30 through Oct. 10, daily except Friday at 10:30. Thereafter, Mon. through Wed. at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 24 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. (For Release, Thurs., Sept. 26.) Contact: Joseph J. Davis, CI. 5-0322. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMWEAR AND PLAYWEAR Preview of women's swimwear and playwear for 1964. By invitation. Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday Sept. 24 6:15 P.M.	BENEFIT PREVIEW FOR L'ENTR'AIDE "Tradition"--annual storewide presentation of European imports at benefit preview for L'entre'aide Francaise. Tickets: \$5.00. By invitation. (For Release, Wed., Sept. 25.) Publ.: Louise Langdon, PL.2-1212, Ext.7205.	BLOOMINGDALE'S	THROUGHOUT STORE
Wednesday Sept. 25 10:00 A.M. And 3:00 P.M.	JUNIOR SWIMSUITS AND SPORTSWEAR Three showings, for buying offices only, Sept. 25 at 10:00 A.M. and 3:00 P.M.; Sept. 27 at 10:00--Jantzen Junior swimsuits and sportswear, designed by Julie Isles. By invitation. Contact: Helene Tigler, OX.7-0811.	JANTZEN JUNIOR	261 MADISON AVENUE SHOWROOM - 11TH FLOOR
Wednesday Sept. 25 10:30 A.M.	OPENING OF RESORT COLLECTION One showing only, by appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Sept. 25 12:30 P.M. Luncheon	READY-TO-WEAR IMPORTS AT LUNCHEON SHOW Showing of Macy's made-in-Europe collection. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Macy Publicity: Joan Springler, OX. 5-4400. Fashion Show Dir.: Mary Alice Rice, PL.2-5726.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Sept. 25	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00, N.Y. HILTON.		
Wednesday Sept. 25 5:00 P.M.	PREVIEW: REVILLON FUR FASHIONS Revillon's fur fashions, presented by Saks Fifth Avenue. By invitation. (For Release, Thurs., Sept. 26.) (Note Change of Date and Time.) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR
Beginning Wednesday Sept. 25	OPENING OF RESORT COLLECTION Cabana's Resort beachwear, dresses, and playclothes, designed by Miss Rikki. Continuous daily. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "LEISURE HOMES" Preview for press of furnished homes for leisure living. By invitation. (For Release, Mon., Sept. 30.) Publ.: Mary Boyle, OX. 5-4400, Ext. 2683.	MACY'S	13TH FLOOR EXECUTIVE DINING ROOM
Thursday Sept. 26 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Showings at 10:30 A.M., Thurs., Sept. 26 and Tues., Oct. 1. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 26 11:30 A.M.; 4:00 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne's Resort and Summer swimsuits at two showings, Sept. 26 at 11:30 A.M. and 4:00 P.M. By invitation. Contact: Eleanor McKay, OR. 9-8060.	ROXANNE SWIMSUITS CO.	1407 BROADWAY SHOWROOM - 3507
Thursday Sept. 26 12:15 P.M. Luncheon	LUNCHEON AND "STRETCH SEMINAR" Chemstrand will be host at luncheon and fashion showing of stretch fashions followed by seminar at 1:30 P.M. Panel discussion on stretch by experts in fibers, fabrics, and fashion. For press and trade, by invitation. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	CHEMSTRAND COMPANY (350 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 26 12:30 P.M.- 4:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Saks Fifth Avenue. Show at 2:45 P.M. For benefit of St. Barnabas Hospital. Reservations--\$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary MacFadden, LO. 4-9220.	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS "Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	TIME & LIFE BLDG. 2ND FLOOR--AUDITORIUM
Thursday Sept. 26 4:00 P.M.- 6:00 P.M.	"WHAT MOTIVATES MEN TO BUY?" Speakers: Myron Blumenfeld, Toiletries Buyer--Bloomingdale's; Samuel Ferber, Advertising Manager--Esquire Magazine; Richard Schneider, Vice President--Broadstreet's. Members--\$3.00; non-members--\$4.50. Contact: Annette Green Assoc., 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL DRAKE DEVON ROOM
Thursday Sept. 26 5:00 P.M. Cocktails	SPECIAL PREVIEW: CRUISE COLLECTION "Sun Lane Cruise Collection"--Jerry Silverman's cruise fashions, designed by Shannon Rodgers, will be presented aboard the S.S. Constitution. By invitation. Continuous thereafter in showroom. Contact: Jean Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN (530 SEVENTH AVENUE)	S.S. CONSTITUTION PIER 88
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twenty-first annual award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A. Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. Fashion show at 9 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Sept. 27	GIMBELS RELEASE DATE--Children's imports. (Preview Sept. 20--See Pg. 7)		-10-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 27 10:30 A.M.	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Resort and Cruise. By invitation. Contact: Virginia Scovill, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST STREET
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. <u>Holiday, Sat., Sept. 28.</u>)		
Sept. 30	MACY'S RELEASE DATE--Leisure homes. (Preview, Sept. 26--See Pg. 10)		
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Oct. 1.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. By invitation. (For Release, Wed., Oct. 2.) Publicity: Vera Bacal, PL. 3-8421. Customer showing Tues., Oct. 1 at 3:00 P.M. Contact: Mrs. S.K. Steffan, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Oct. 1 11:30 A.M. & 4:00 P.M.	TWO SHOWINGS OF 1964 SWIMWEAR Two showings of Darlene swimwear: 11:30 A.M. (buffet) and 4:00 P.M. (cock- tails). By invitation. Contact: Jean Sessions, BR. 9-9400.	DARLENE KNITWEAR, INC. (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Tuesday Oct. 1 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS PRESENTATION Presentation of Awards for outstanding jewelry designs to 24 jewelers from five countries. Jewelry exhibit from 4:30. Presentation at 5:30. By in- vitation only. (Public exhibition: \$1.00, Oct. 2-4, for benefit of Insti- tute for International Education. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	PARKE-BERNET GALLERIES 980 MADISON (77TH ST.)

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Tuesday Oct. 1- Oct. 9	Oct. 1: 9:30 A.M. De De Johnson. Oct. 3: 10:00 A.M. Mr. Blackwell. Oct. 4: 11:30 A.M. Oscar of Beverly Hills. Oct. 6: 9:30 A.M. Mike Anthony; 11:30 A.M. Maxwell Shieff; 1:30 P.M. Elis Porter; 2:45 P.M. Yvonne; 4:15 P.M. Michael Novarese; 6:00 P.M. Helga. Oct. 7: 8:30 A.M. Werle; 10:30 A.M. Marusia; 11:00 A.M. Bettina; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Irene; 8:30 P.M. Cooper Couture. Oct. 8: 8:30 A.M. Peggy Hunt; 10:30 A.M. Pat Premo; 11:00 A.M. Louis Margliano; 1:30 P.M. Dorell; 2:30 P.M. Stanley Nelson; 4:30 P.M. Georgia Bullock. Oct. 9: 1:00 P.M. Annette, Whittier; 4:00 P.M. Don Loper Couture; 4:30 P.M. Annette Bullock. Contact: Barbara Trister, 819 Santee Street, Los Angeles.
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Friday Oct. 4 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Press preview of Wragge's Resort and Spring collection. By invitation. Thereafter, Oct. 8, 14, 21, 28 at 11:00 A.M. All showings by invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 7 5:30 P.M.	RESORT & SPRING OPENING IN CALIFORNIA By invitation only. Contact: Eph Feinberg, BR. 2-1178 (L.A.).	BUD KILPATRICK, INC. (2139 STONER AVE., L.A.)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.

1964

1964											
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